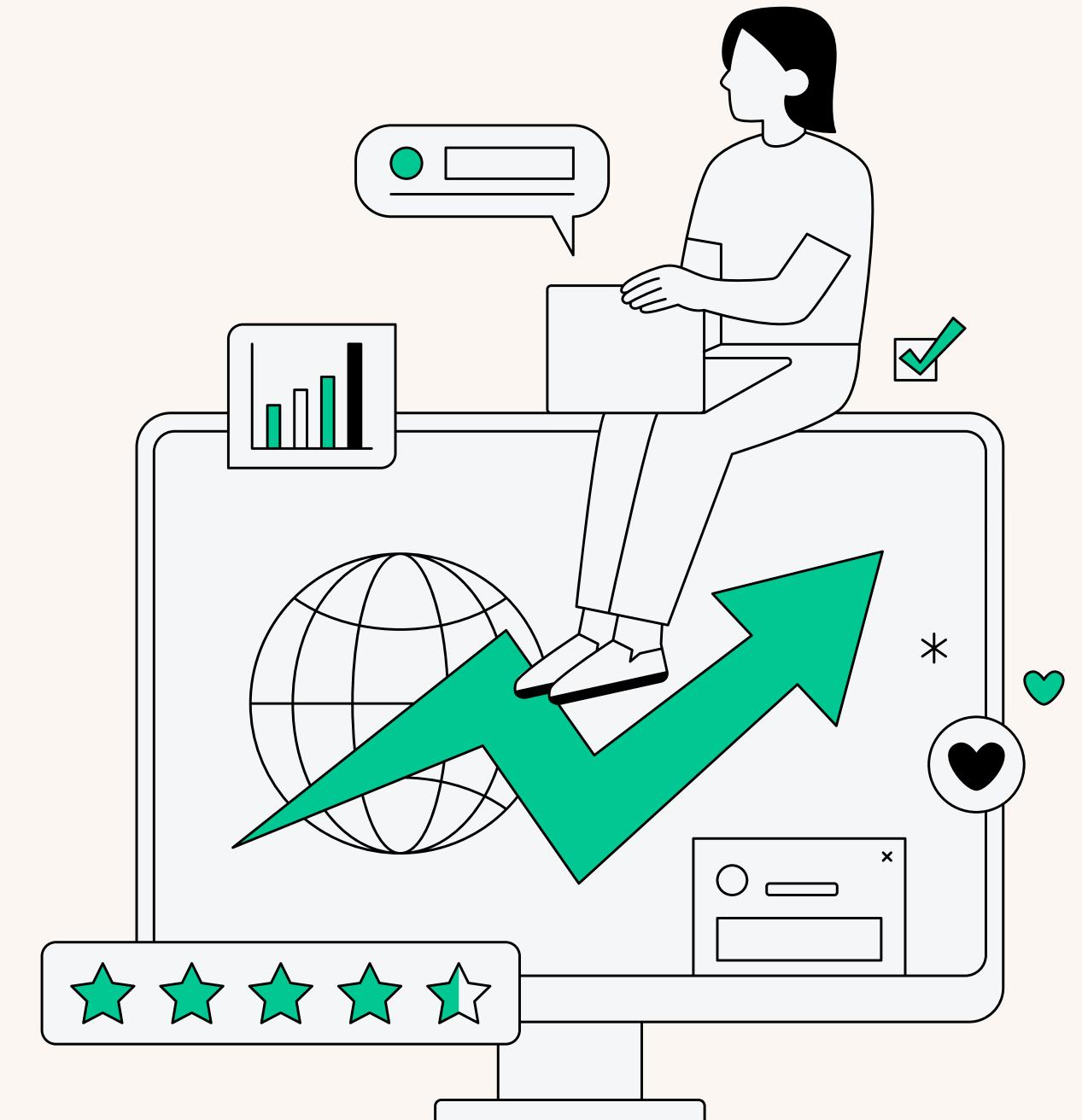


Presented by Ogochukwu Nneka Uchenwoke

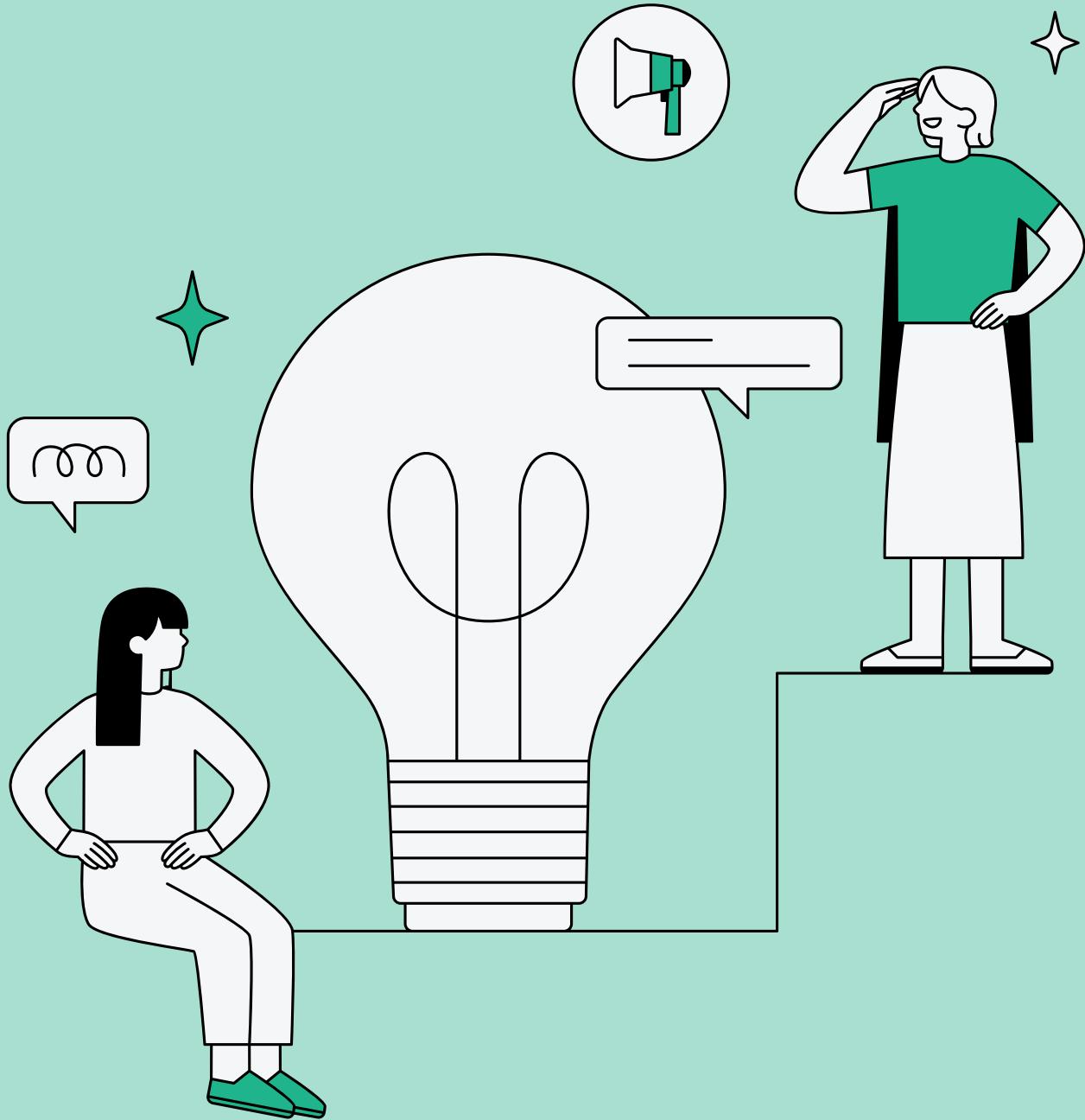
# Customer Behaviour Analysis

Key Insights and Recommendations



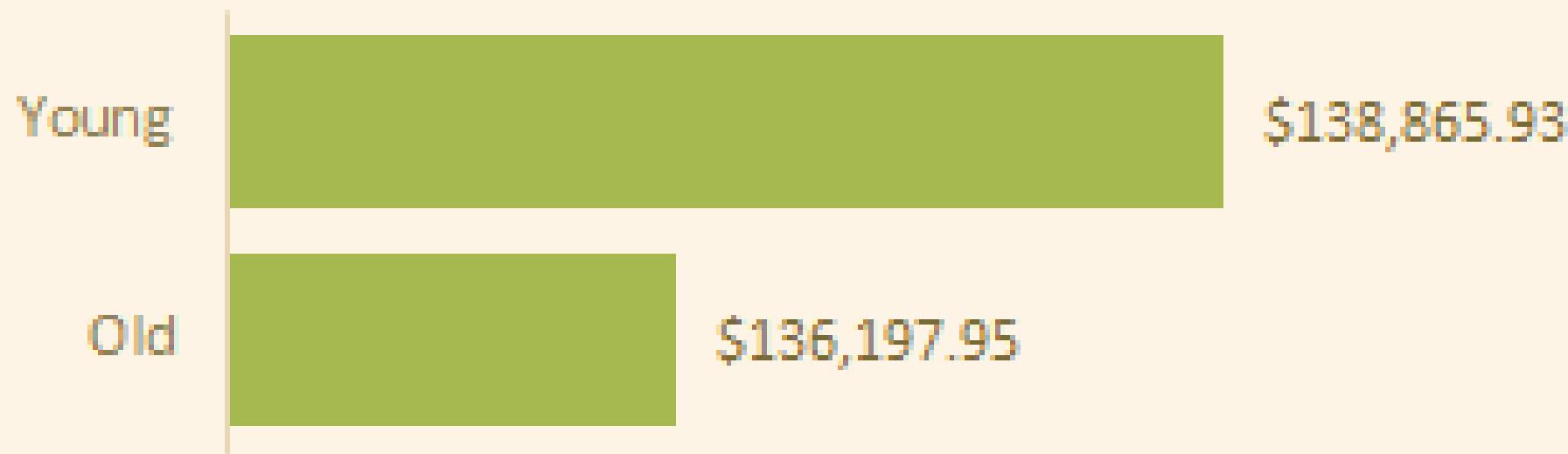
# Objectives

- Understand customer behavior & loyalty
- Analyze discount effectiveness
- Identify peak shopping trends
- Evaluate return rates & customer satisfaction

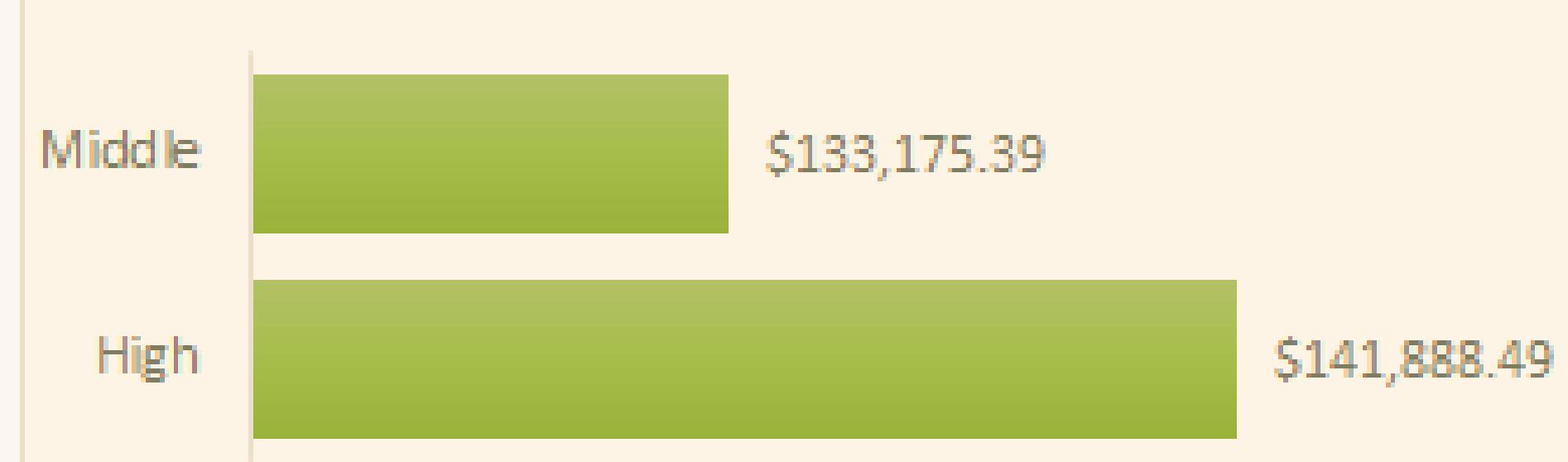


# Customer Demographics & Spending Patterns

Total Purchase by Age Groups



Total Purchase by Income Level

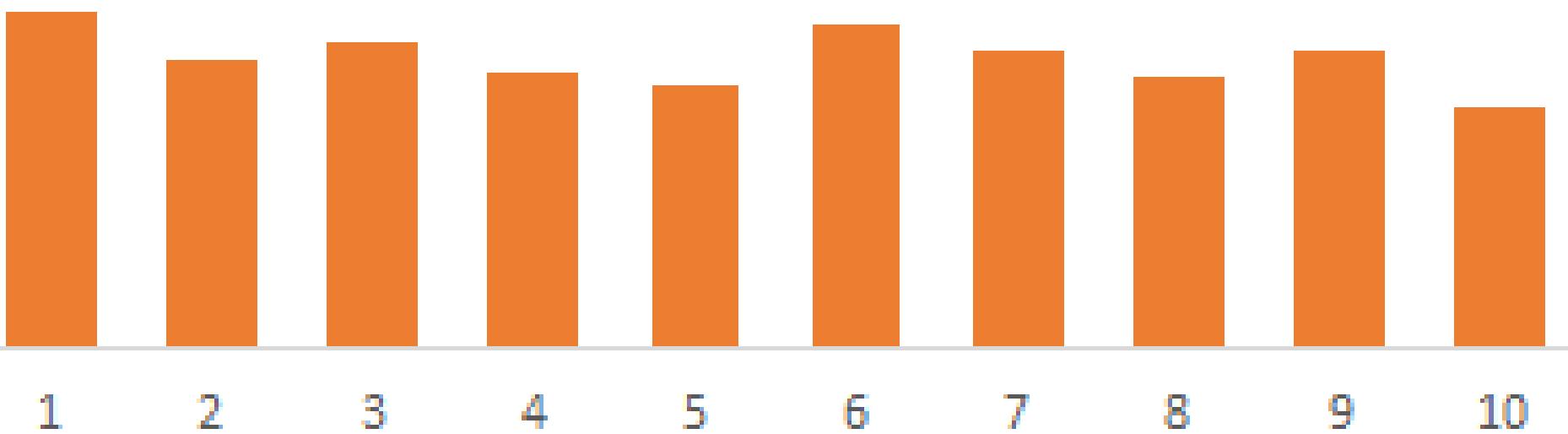


Younger customers spend more but return fewer items.

Higher-income customers tend to spend more.

# Customer Loyalty

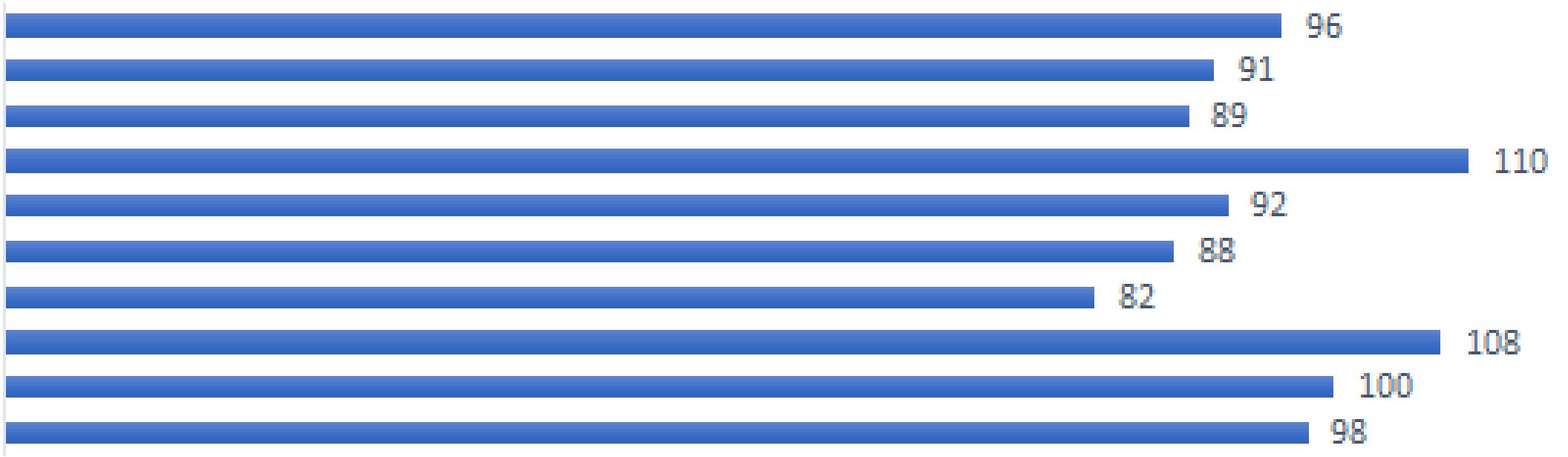
**Customer Satisfaction by Brand Loyalty**



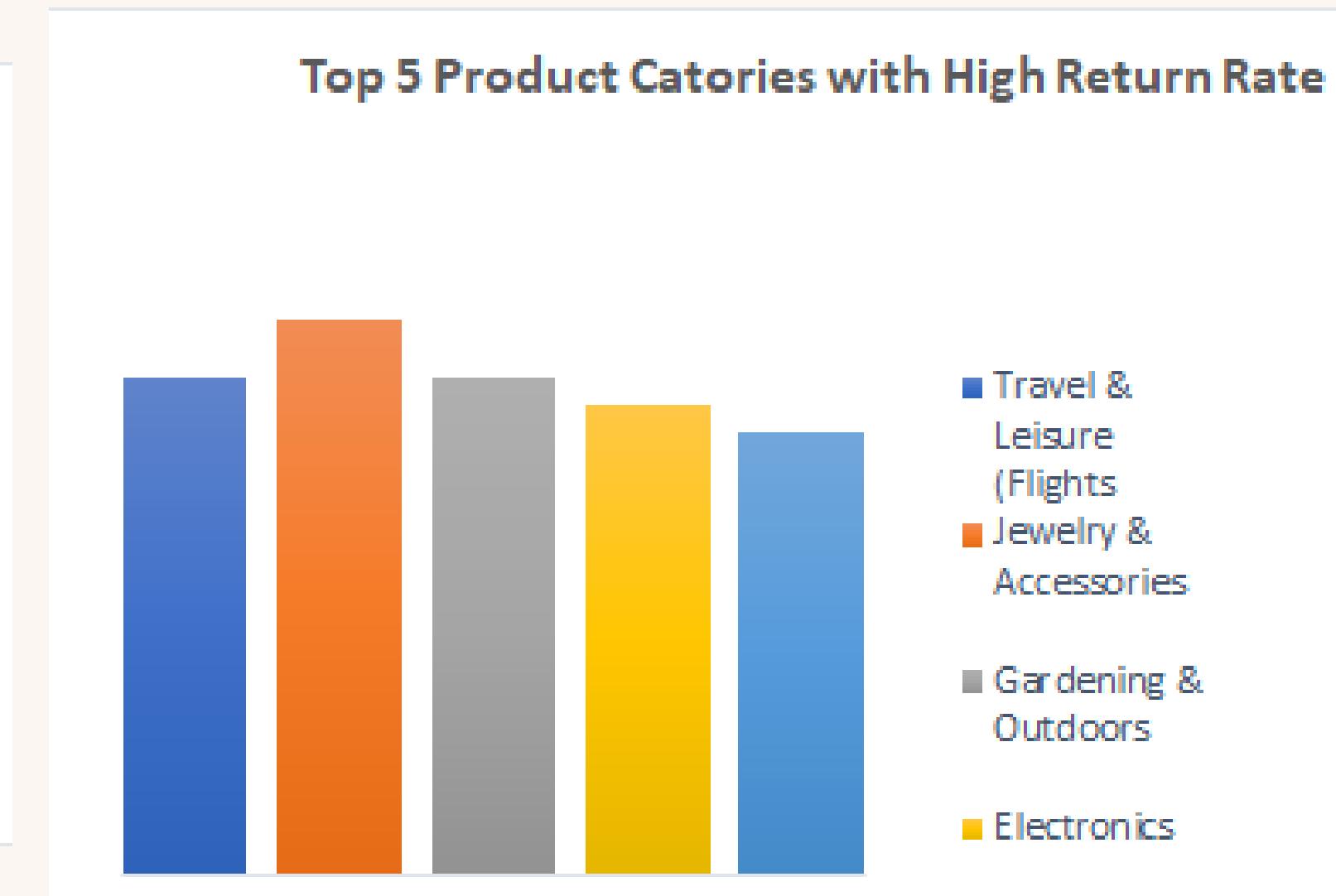
Although satisfied customers are more likely to be repeat buyers, there is no strong relationship between customer satisfaction and brand loyalty, as there are no large difference between the behaviour of satisfied and unsatisfied customers.

# Return Rate

Customer Satisfaction vs Return Rate



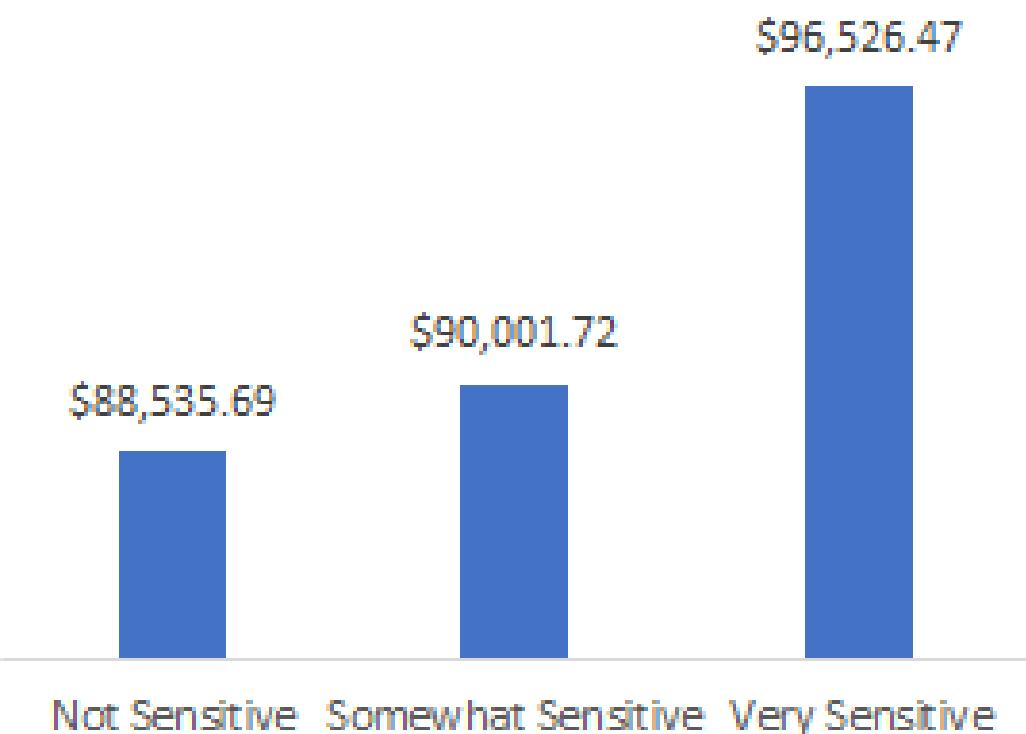
Top 5 Product Categories with High Return Rate



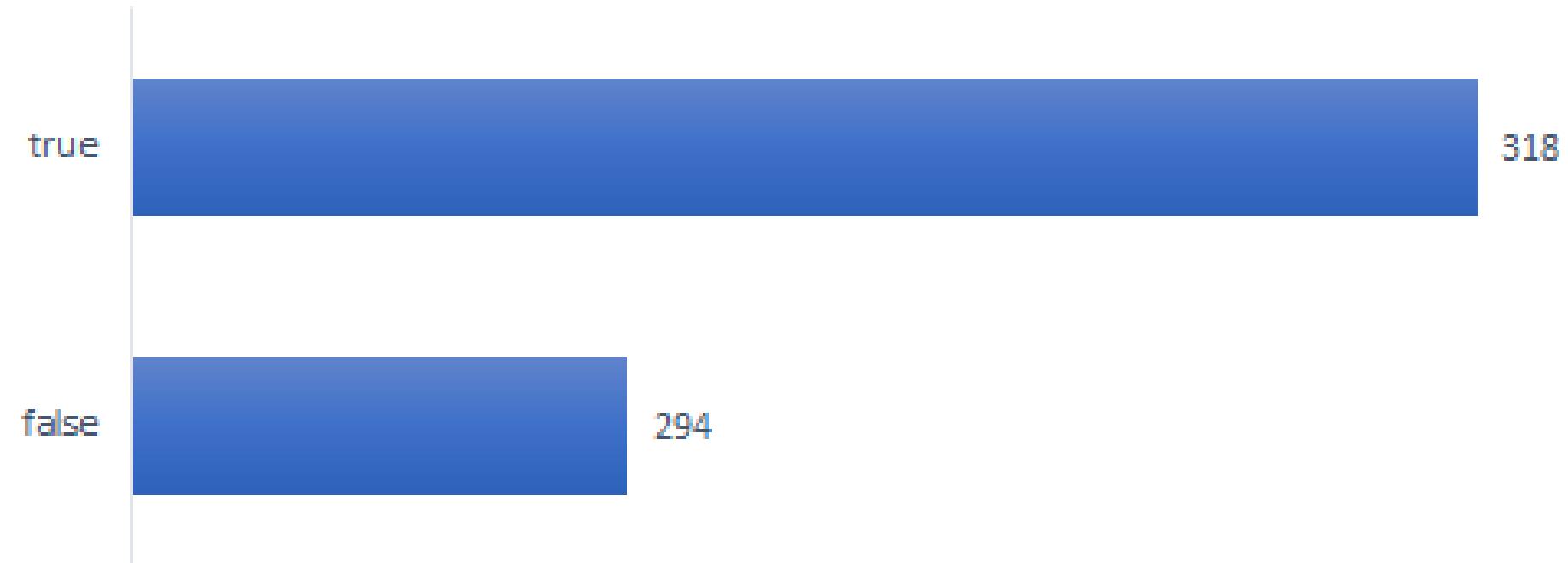
Both satisfied and unsatisfied customers returned their products. Amongst the product categories with the highest return rates includes travel and leisure, jewelry and accessories, gardening and outdoors and finally electronics.

# Discount Effectiveness

Purchase Amount for Discount Sensitive and None Sensitive Customers

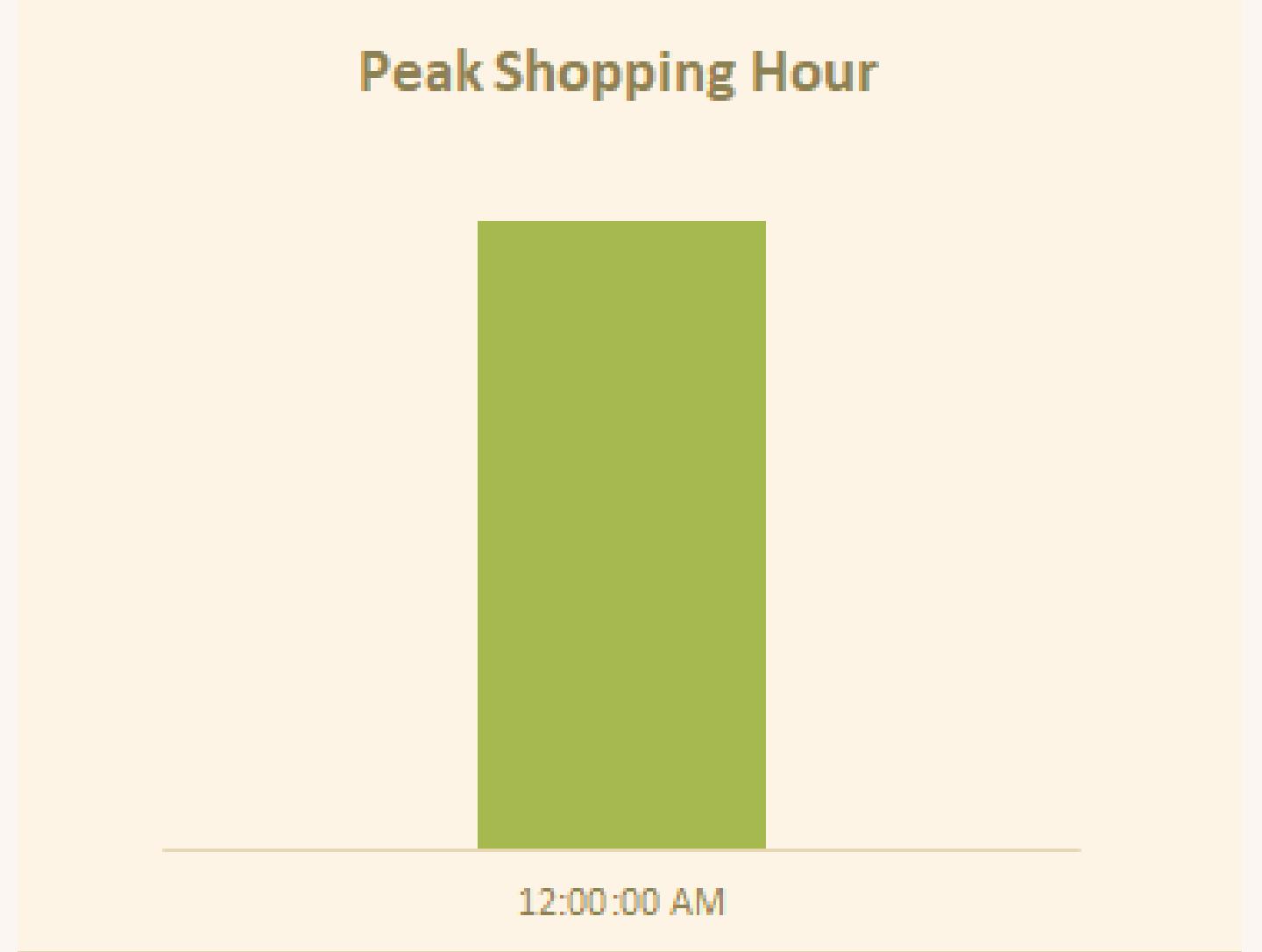


Discounts vs Return Rates



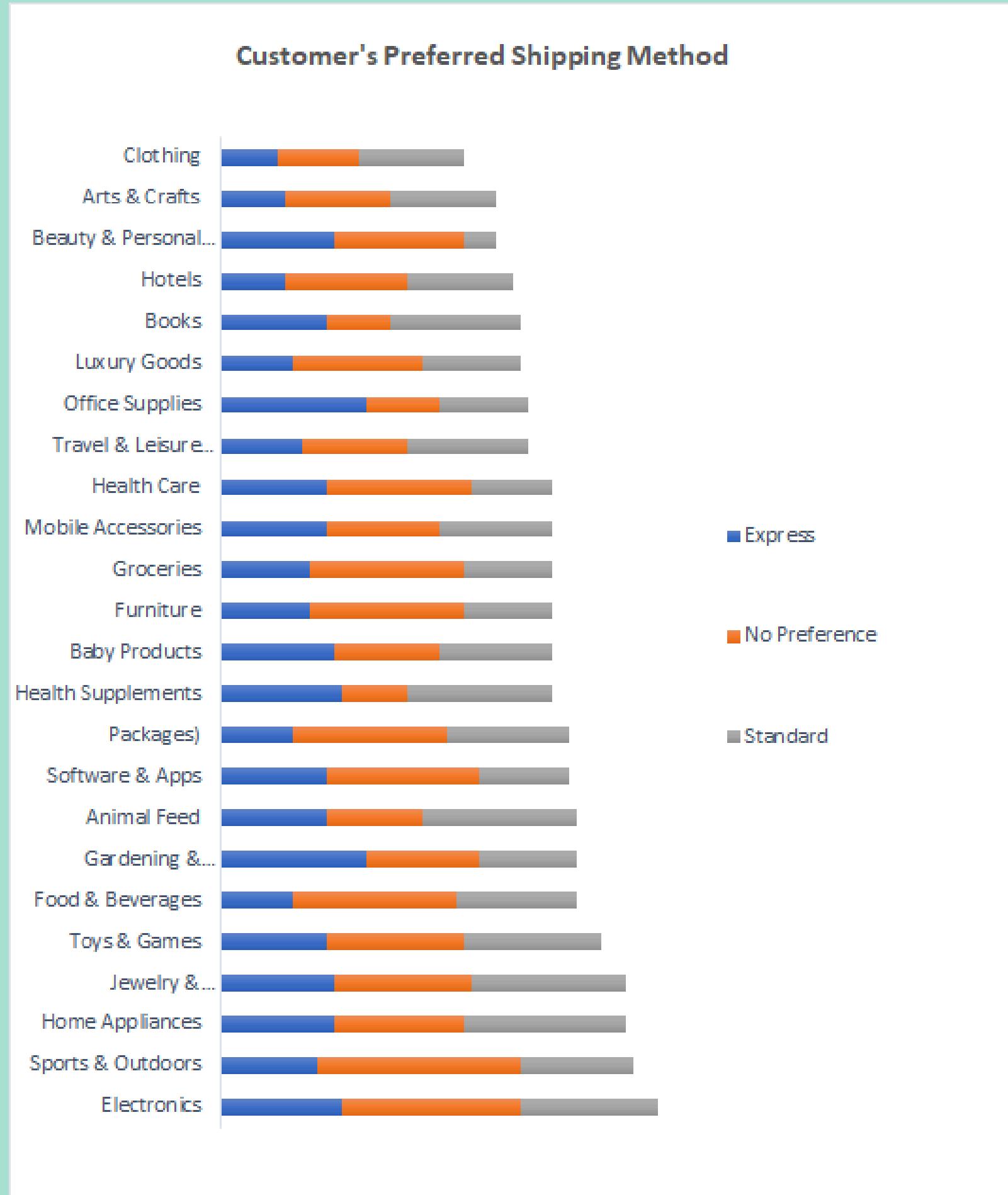
Discounts drive purchases but highly discount-sensitive customers return products more.

# Peak Shopping Trends



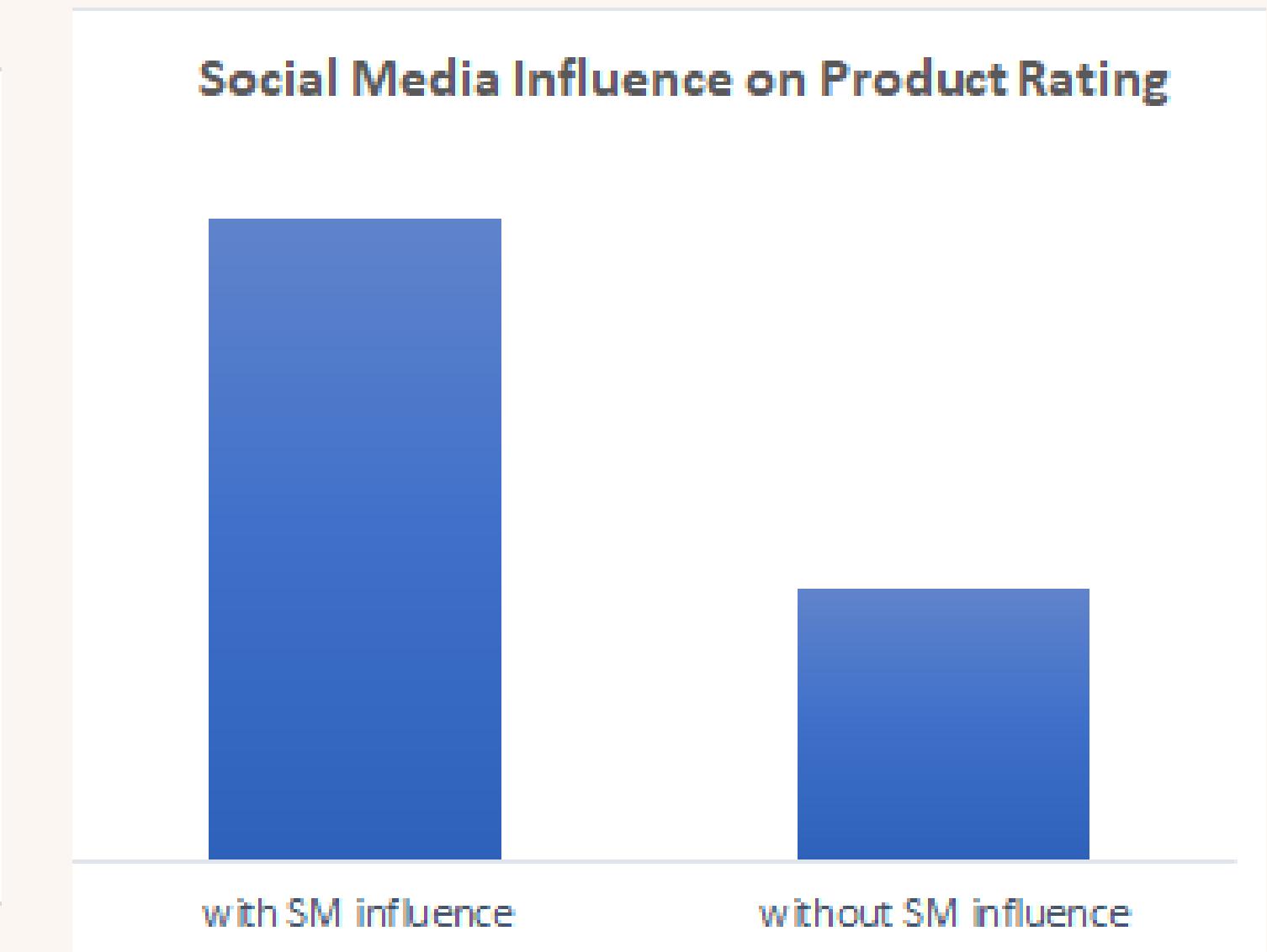
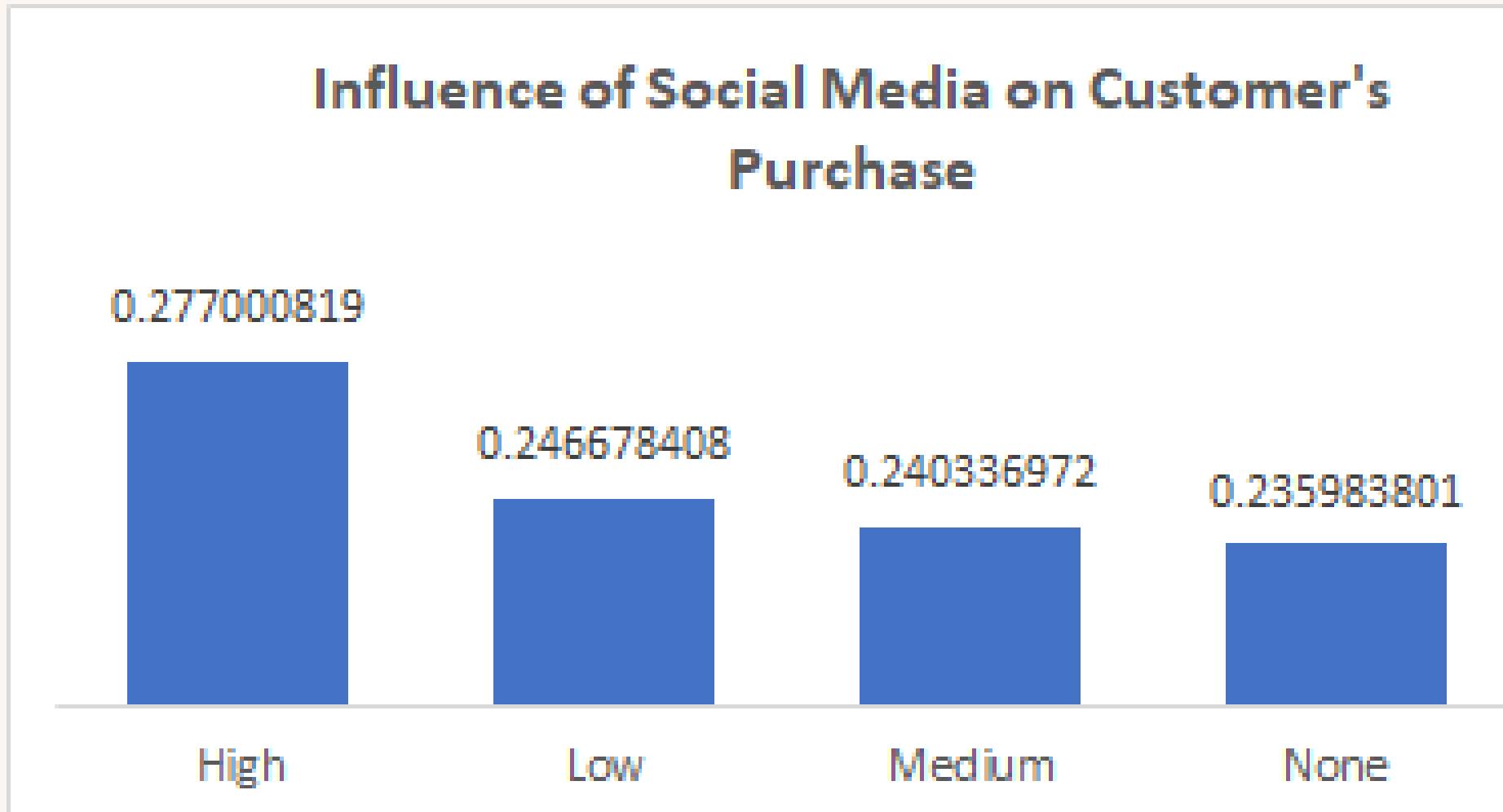
Midnight and Sundays have the highest sales.

# Shipping Methods & Product Categories



Some product categories rely on specific shipping methods.

# Economic implications of current trends



Social media both influences purchase and product rating.

# Key Business Recommendations

- Reduce product return rates by improving quality & support.
- Optimize discount strategies to prevent excessive returns.
- Use targeted ads during peak shopping hours.
- Strengthen brand loyalty through better customer experience.

